



FOR IMMEDIATE RELEASE

CellTrust and URBaCS Join ABC's Extreme Makeover Home Edition and Hallmark Homes to Build a Home for a Family in Need

CellTrust and URBaCS Provide SMS Text Messaging Application to Coordinate Volunteers and Raise Funding

Scottsdale, Arizona and Noblesville, Indiana - October 12, 2009 – CellTrust Corporation, an Arizona based provider of leading edge-edge secure mobile messaging and applications (www.celltrust.com), and URBaCS, Central Indiana's leader in innovative ideas for small businesses (www.urbacs.com), announced today that they are joining [ABC's Extreme Makeover Home Edition](#) and [Hallmark Homes](#) to help build a new home for a deserving local family. URBaCS will be using [CellTrust's Global SMS Gateway and text messaging application](#) to help coordinate and notify volunteers for the project. CellTrust's secure system will also be used to assist the team in fundraising for the families. The new home build is scheduled to begin October 21, 2009.

“Our team is excited about teaming up with CellTrust and ABC to help a deserving Central Indiana Family,” said Rob Wagoner, President of URBaCS. “We found the first Extreme Makeover project we were involved in so rewarding that when Hallmark Homes asked, we jumped at the chance to help again.”

“SMS has demonstrated over and over how it can move communities into action,” said Sean Moshir, Chairman and CEO of CellTrust. “We are pleased to join URBaCS and ABC as part of this meaningful initiative.”

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About URBaCS

URBaCS has been providing innovative solutions for small business since 2006. Locally owned and operated, URBaCS provides custom software applications to help connect businesses with their customers effectively and affordably. URBaCS “one-on-one” marketing solutions, such as Lead Builder are powered using CellTrust SMS Gateway and text messaging technology. For more information visit: www.urbacs.com

About CellTrust Corporation

CellTrust is a leading provider of secure mobile messaging and applications. CellTrust's patent pending Secure SMS Gateway™ featuring Secure SMS and a suite of mobile applications provide advanced secure mobile messaging and information management across 200+ countries and over 700 carriers. CellTrust ensures the secure and trusted exchange of information on mobile devices to the financial services, healthcare, government, education, energy, information technology, marketing, and travel, among other global industries. For more information about CellTrust's Global, African, North American and Australian operations: www.celltrust.com www.africa.celltrust.com www.celltrust.com.au

About ABC's Extreme Makeover Home Edition

Now in its sixth season, Extreme Makeover Home Edition has won back-to-back Emmy Awards as Best Reality Program (non competitive). The program is produced by Endemol USA, a division of Endemol Holding. Anthony Dominici is the executive producer, and David Goldberg is the President of Endemol USA. The show airs on Sundays (7:00-8:00 CST), on the ABC Television Network. For more information about ABC Extreme Makeover Home Edition: www.abc.go.com/primetime/extremehome

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